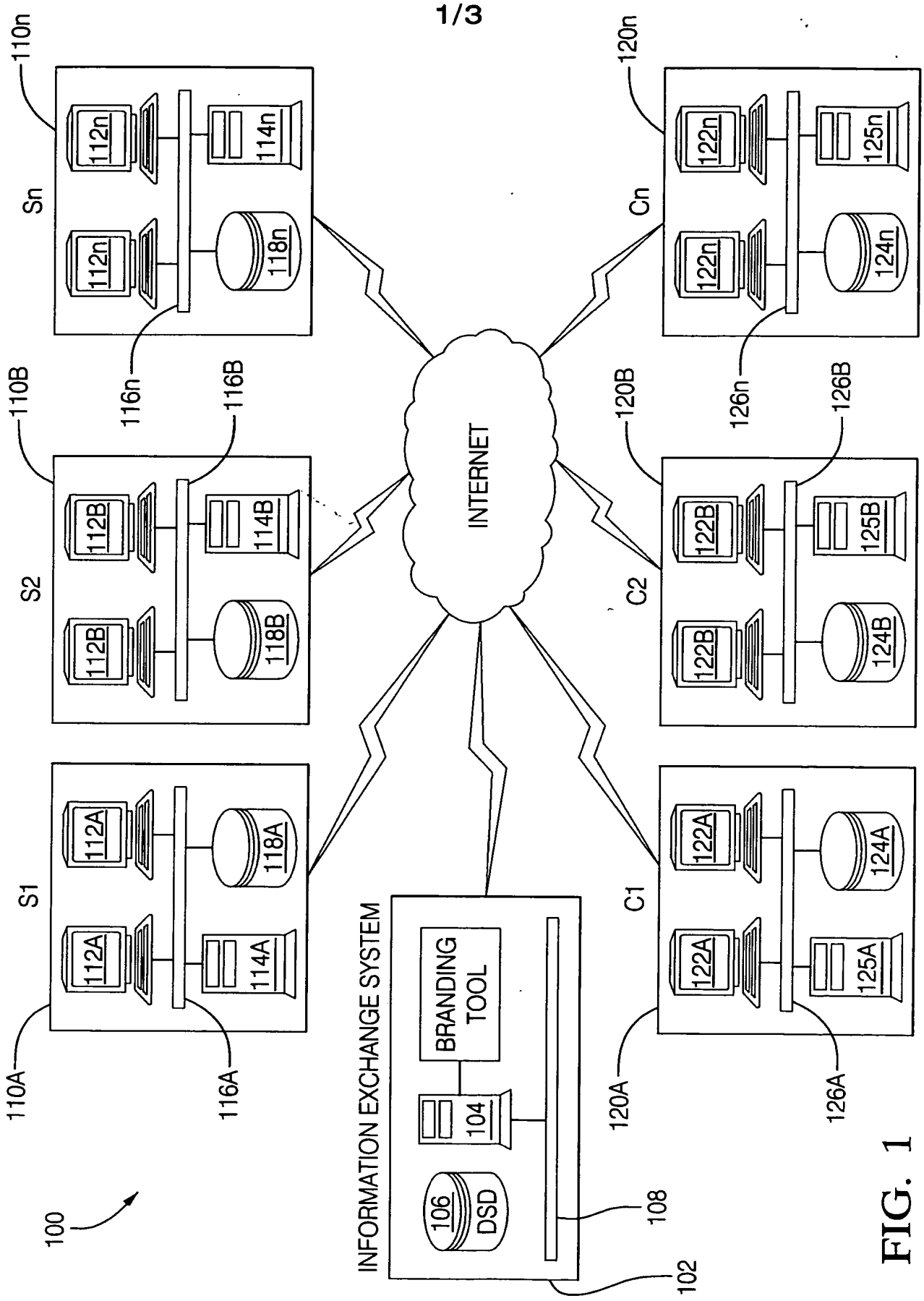
100
110n
Sn
112n
112n
114n
118n
116n
110B
S2
112B
112B
114B
118B
116B
110A
S1
112A
112A
114A
118A
116A
INTERNET
INFORMATION EXCHANGE SYSTEM
BRANDING TOOL
104
106
DSD
108
102
120n
Cn
122n
122n
125n
124n
126n
120B
C2
122B
122B
125B
124B
126B
120A
C1
122A
122A
125A
124A
126A

FIG. 1

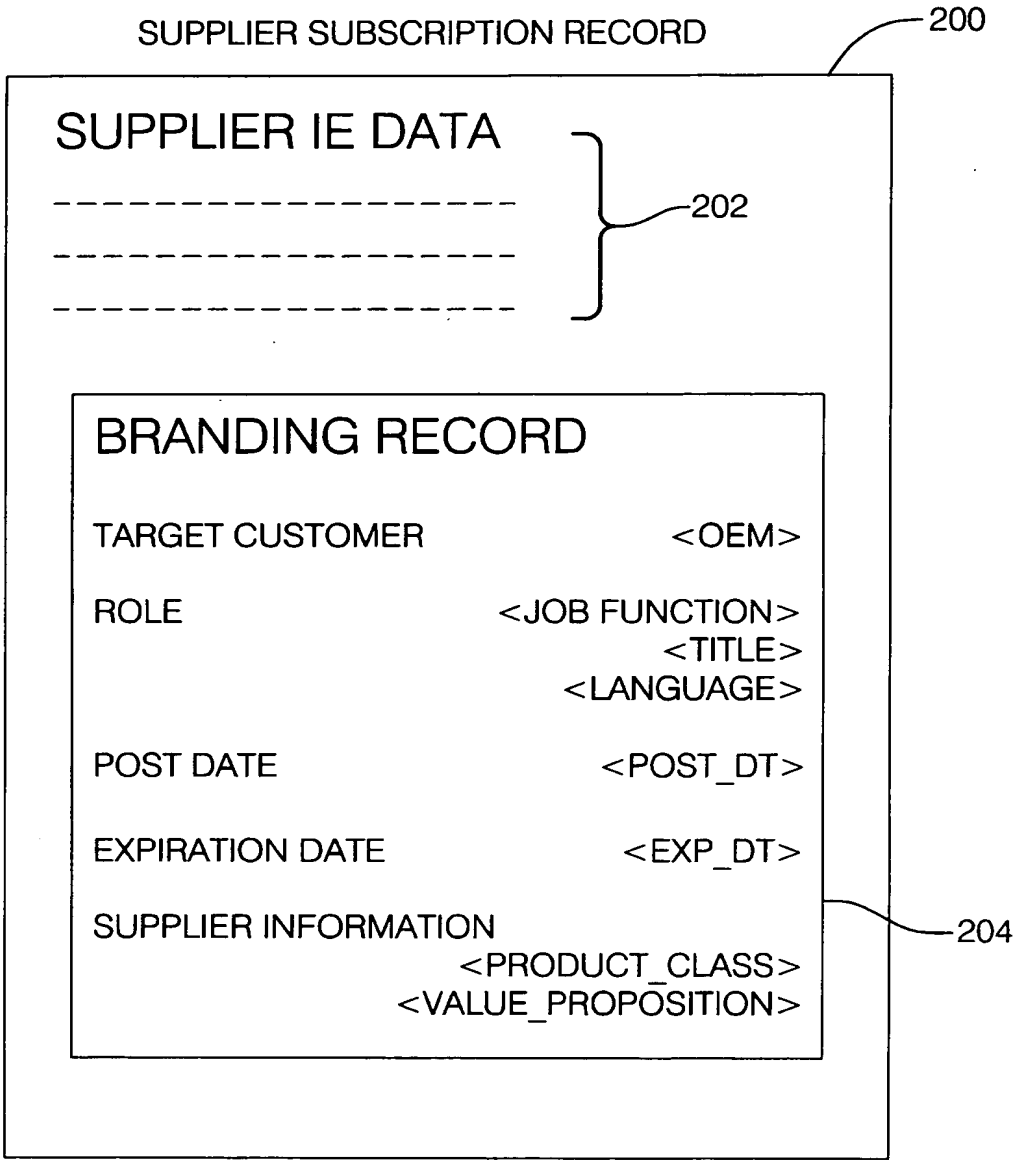
SUPPLIER SUBSCRIPTION RECORD
200
SUPPLIER IE DATA
202
BRANDING RECORD
TARGET CUSTOMER
<OEM>
ROLE
<JOB FUNCTION>
<TITLE>
<LANGUAGE>
POST DATE
<POST_DT>
EXPIRATION DATE
<EXP_DT>
SUPPLIER INFORMATION
<PRODUCT_CLASS>
<VALUE_PROPOSITION>
204

FIG. 2

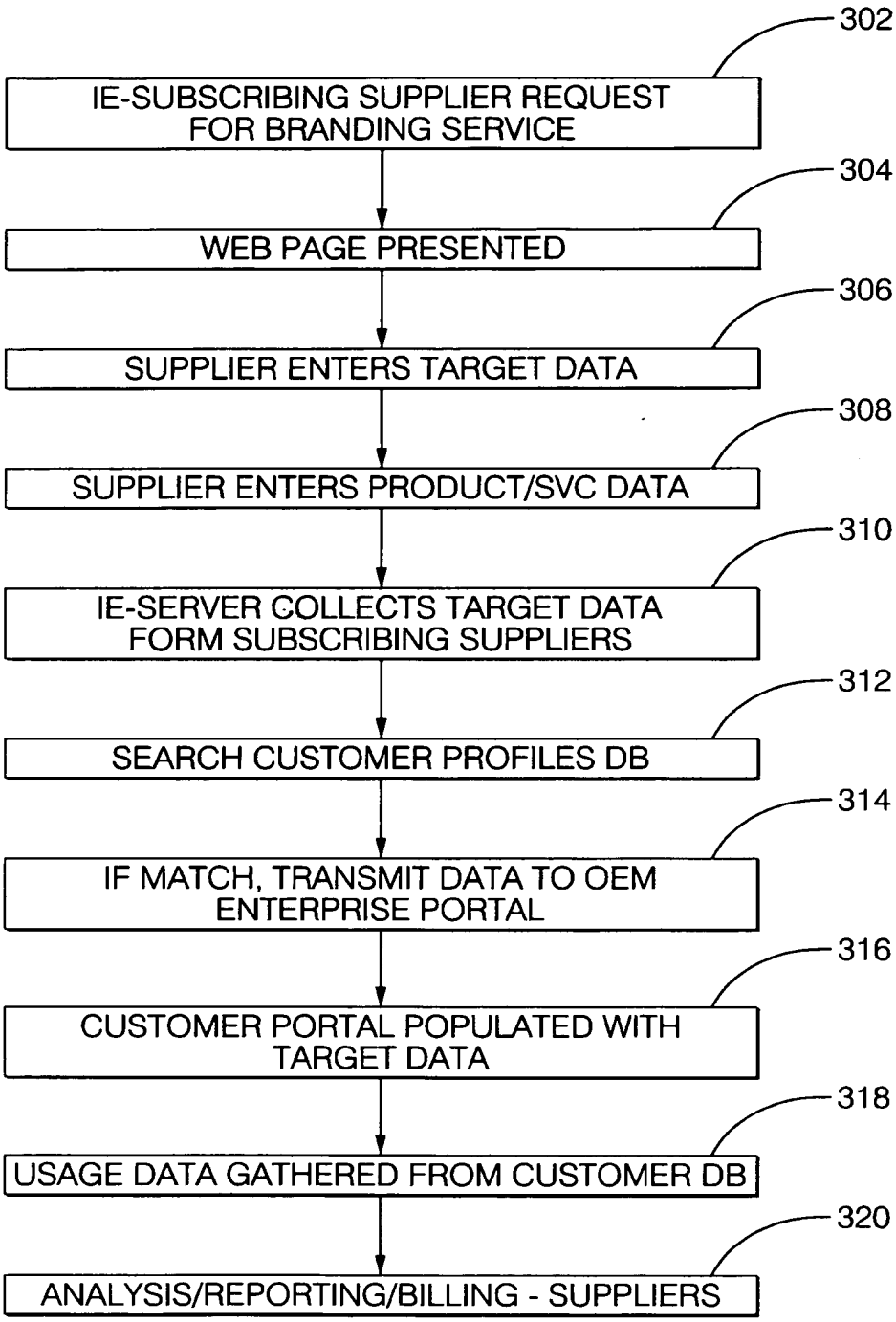
302
IE-SUBSCRIBING SUPPLIER REQUEST FOR BRANDING SERVICE
304
WEB PAGE PRESENTED
306
SUPPLIER ENTERS TARGET DATA
308
SUPPLIER ENTERS PRODUCT/SVC DATA
310
IE-SERVER COLLECTS TARGET DATA FORM SUBSCRIBING SUPPLIERS
312
SEARCH CUSTOMER PROFILES DB
314
IF MATCH, TRANSMIT DATA TO OEM ENTERPRISE PORTAL
316
CUSTOMER PORTAL POPULATED WITH TARGET DATA
318
USAGE DATA GATHERED FROM CUSTOMER DB
320
ANALYSIS/REPORTING/BILLING - SUPPLIERS

FIG. 3